



# Neo4j recognizes NEORIS as **the Breakthrough Partner in Americas**

NEORIS



## **NEORIS proudly shares the recognition that Neo4J** gives, as the Breakthrough Partner in Americas.

The great effort made by the team, as well as the commitment shown in collaboration with NEO4J, is a genuine reason for us. We are very grateful for what we have achieved working as a team and we celebrate this recognition.

### What is **Neo4j**?

Neo4j enables organizations to unlock the business value of connections, influences and relationships in data: through new applications that adapt to changing business needs, and by enabling existing applications to scale with the business





## Use and **success cases:**

**One of the top clients of NEORIS, a world-wide US company , with over a 100 years of manufacturing products for garden and plague control, had a recent reinvention process due to the behavior change of its final consumers.** For this, a new customer service system and an innovative shopping experience had to be created to generate loyalty.

### Customer Needs:

- Deliver a consistent, "always on" interaction across all channels
- Drive fast and reliable response to customer interactions
- Ensure that every customer interaction is captured, logged and available to every customer agent, and support system
- Ensure availability of "Customer-360" data for everyone touching the customer

**To solve this, NEORIS implemented a customer-oriented strategy for our client, a fully digital end-to-end vision, taking advantage of the latest technology to achieve a true competitive advantage.** According to the aforementioned needs, objectives were set to ensure the improvement of the business:

- Create a new e-commerce portal that supports a "great online experience" that allows the brand to develop a significant loyalty and affinity to reach the annual sales goal.
- Define, recommend and design a strategy and a customer journey to improve the loyalty of the final customer.
- Develop a significant brand affinity with clients, consumers, and retailers.
- Take advantage of the use of best practices and loyalty strategies for content integration, community and personalization.





One of the used technologies, was the knowledge of graphs, promoted by our technological partner and leader in its field, Neo4j, with whom through their experience, helped us transform and achieve a positive impact on our client's business, **in real time**. This was achieved by having direct communication with the customer and mainly with all their data always available, thus providing a 100% personalized shopping experience.

This brought multiple **benefits:**



**Increase engagement and loyalty** with the customer.



**Increase the frequency and quantity** of purchase.



**Increase profits** for our client.